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OCTOBER 1, 1990 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50

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44,000 Telephone Sold Actives
8,000 Monthly Changes of Address
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- *70% With Children Under 6*
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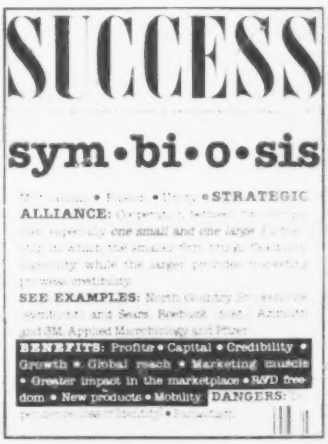
- *75% Age 35-49*
- *52% Travelers*
- *40.5 Average Age*
- *64.7% Male*
- *$19.95 Subscription*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Vol. 19 No. 10

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

A Publication of The Hanson Publishing Group, Inc.

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FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published 12 times per year. In addition to the 12 regular monthly issues, FOLIO: SourceBook is published annually.

Copyright © 1990 Hanson Publishing Group, Inc.

FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published by Hanson Publishing Group, Inc., 6 River Bend, P. O. Box 4949, Stamford, CT 06907-0949. 203-358-9900. Fax: 203-357-9014. And 232 Madison Ave., Suites 1500 (Editorial) and 1409 (Advertising), New York, NY 10016. 212-683-3540. Faxes: 212-683-3986 (Editorial) and 212-683-4072 (Advertising).

Hanson Publishing Group, Inc., an affiliate of Cowles Media Company, also publishes Catalog Age, Inside Media, FOLIO:'s Publishing News and Direct.

Subscriptions: U.S.—1 year (12 issues), $68; 2 years (24 issues), $108; 3 years (36 issues), $143. Canada and Mexico—1 year (12 issues), $82; 2 years (24 issues), $132; 3 years (36 issues), $172. Foreign (air only)—1 year (12 issues), $144; 2 years (24 issues), $270; 3 years (36 issues), $384. Single copies of most past issues, $8. Special issues cost more. European subscriptions: Euromedia Amsterdam, Euromedia Projekten, Leidsegracht 94, 1016-CS Amsterdam, The Netherlands. Postmaster: Please send address changes to FOLIO:, P. O. Box 4294, Stamford, CT 06907-0949. ISSN 0046-4333. Second class postage paid at Stamford, Connecticut, and additional entry points.

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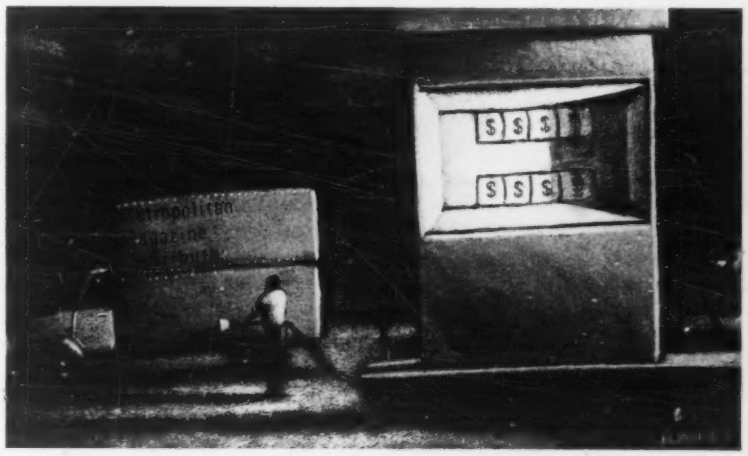
UPDATE

Gauging the impact of the oil conflict

Publishers hedge bets as Mideast crisis plays out

by John Masterton



NEW YORK CITY—Saddam Hussein has wreaked havoc with world petroleum markets, but publishing people aren't worried about being socked with steeply escalating operating costs. Not yet, anyway.

"Unless it becomes a shooting war, the oil crisis in the Mideast will have little or no effect on publishing costs," says Harry Ardoline, director of purchasing and production at Rodale Press. "I doubt it will be anything more than a blip here and there."

Of course, many publishers already face precarious business conditions. The good news, however, is that early indications are that higher fuel costs won't add significantly to their woes.

In a sense, sources say, an oil crisis really can't make things much worse for publishers. While advertising sags at many titles, publishers are already paying more for paper. And companies like Rodale Press, Time Inc. Magazines and Times Mirror Magazines have seen ink costs leap 8 percent. An industry analyst warns that costs of other oil-based chemicals may soon head up.

Prepared for higher postal rates

Similarly, publishers were bracing for double-digit postal rate increases even before Hussein claimed Kuwait as Iraq's 19th province. While higher fuel costs may wound the United States Postal Service (USPS) deeply, they are unlikely to affect the Postal Rate Case now awaiting approval in Washington.

"A one-cent rise in the price of gasoline translates into an extra $960,000 a year in operating expenses," says USPS spokesman Robert Hoobing. "So our costs obviously are going up. But it would be too time consuming to withdraw and amend the rate case. It would take about a year just to do the revisions and refile it."

Clearly, the cost of delivering magazines is going up. But publishers

(CONTINUED ON NEXT PAGE)

Teen titles top circulation gainers

Newsstand sales decline overall; many books miss filing date

by Tony Silber

NEW YORK CITY—These days, a lot of magazines—even those that write about, say, architecture or cattle feed—might be wishing they could put the New Kids On The Block on their covers.

Why? Because while the overall circulation news is disheartening, teen magazines are experiencing a newsstand high brought on by the New Kids' phenomenal success.

Consider this: Magazine circulation for the first half of 1990 is down at many magazines, according to the Audit Bureau of Circulations (ABC). And newsstand sales are doing especially poorly. Of 574 U.S. members of ABC, 220 reported declines in newsstand circulation for that period. Of those, 44 reported declines of more than 20 percent from the same six-month period in 1989.

"The number that struck me was that 55 percent of the members declined in newsstand, which I believe is the highest in 10 years," comments Dan Capell, editor of "Capell's Circulation Reports," an industry newsletter.

Now consider this: Of the five

(CONTINUED ON NEXT PAGE)

Crisis affects publishing slightly

(CONTINUED FROM PREVIOUS PAGE)

have little to fear, advises consultant Ron Scott. "It costs only three cents to transport a half-pound magazine from the printer to the retailer," he argues. "What's it going to go up, .0003 cents? Cost of delivery is the last thing in a publisher's operating calculations for good reason."

The picture, however, is very different for the distributors and wholesalers, who put the gas in the trucks that deliver the periodicals.

"Gas is the lifeblood of our operation. To put it bluntly, my costs have skyrocketed and I'm stuck," laments Sid Stern, president of United News. "My gas prices jumped 20 percent the day after the Iraqi invasion. They've since leveled off at about 12 percent above previous rates. But I move 2,800 titles in 240 vehicles, and I'm feeling it."

Unfortunately, Stern continues, he can't pass along his higher expenses. "The way this business operates, there's no real way to get part of it back. Retailers already know publishers' suggested selling prices, so we have little leeway there. And publishers are very cautious about raising cover prices, especially if newsstand sales are off."

Although publishers may not immediately feel the sting of higher gas prices, there is still vast potential for long-term damage, especially if higher fuel bills exacerbate a slumping economy. For instance, a sustained gas price hike might curb consumer spending, which, in turn, could prompt some advertisers to cut back even further on media budgets. "The primary concern for printers and publishers is the threat of a recession," notes a print industry observer who requested anonymity.

> For now, most magazine publishers are sitting tight and following the Mideast news closely.

According to a spokesperson for Alternative Postal Delivery, the Mideast crisis could have an indirect effect on alternate delivery firms, especially if inflation rates increase. "It will depend on whether gasoline prices continue to rise at a steady rate over the next several months," the spokesperson says.

Calling out the military Reserves poses other challenges for suppliers, who temporarily lose the services of key employees. "The printing industry has more than 500,000 employees," says the industry observer. "There may be some printers who have employees in the Reserves."

And for the postal service, higher gas bills may go far beyond refilling the gas tank. "Far more important to us is what effect sustained higher prices will have on the rate of inflation," explains Hoobing. "Labor already accounts for 83 percent of operating costs, and we may well have to increase our employees' cost-of-living allowances."

For now, though, most magazine publishers are sitting tight and following the news closely. "I'm certainly not ignoring the oil crisis," Rodale's Ardoline says. "I just don't foresee a significant impact on our operating costs."□

Cary Peyton Rich contributed to the reporting of this article.

Teen titles triumph

(CONTINUED FROM PREVIOUS PAGE)

top circulation performers in the first half of 1990, four were teen magazines. Each increased its total paid circulation by more than 50 percent.

"That's the New Kids On The Block," says Michael Vitetta, circulation manager at Macfadden Holdings, Inc., which publishes *Teen Beat*. "Before the New Kids came out, the teen market was a little slow. Now there are magazines out there that weren't there last year."

This is at least the second consecutive half-year in which the New Kids helped boost circulation for teen magazines, according to ABC.

The New Kids obviously can't help the entire magazine industry. In fact, the group may actually be *harming* the heavy metal music title *Circus Magazine*. Publisher and editor in chief Gerald Rothberg's magazine had one of the sharpest falloffs, a 29.3 percent drop, from 307,092 in the first half of 1989 to 217,056 this year.

He admits that the New Kids boom may be causing younger teens to "dawdle a little bit" before moving up to magazines like *Circus*.

Another significant element in ABC's Fas-Fax report is the number of publishing houses that did not file in time to meet ABC's deadline. Of 574 U.S. members, 118 missed the filing time. By contrast, 112 missed the deadline in the last half of 1989, 78 missed the deadline in the first half of 1989 and 70 missed the deadline in the last half of 1988.

"This had to be an all-time record," says Capell. "You always wonder if publishers are trying to hide something [when they don't file on time]."□

The top U.S. circulation gainers & losers

(First half of 1990)

Magazine	Jan.-June 1989	Jan.-June 1990	% change
Honolulu	32,770	71,371	+117.8
Super Teen	123,555	264,343	+113.9
Teen Machine	78,635	145,684	+85.3
16 Magazine	137,547	226,653	+64.8
Teen Beat	192,470	292,492	+52.0

Magazine	Jan.-June 1989	Jan.-June 1990	% change
Transworld Skateboarding	164,294	100,083	-39.1
BMX Plus!	63,289	43,816	-30.8
Circus	307,092	217,056	-29.3
Travel-Holiday	768,925	553,987	-28.0
Grit	560,715	451,588	-19.5

Source: Audit Bureau of Circulations

***While the New Kids** help teen titles,* Honolulu *drastically increased its circulation by folding a cable TV guide into itself. On the decline side,* BMX Plus *lost subscribers when freestyle tricks became too difficult for its readers to perform.*

JULIE MCWILLIAMS

No go for new logo?

Two Lone Star titles prepare to duel in effort to save (type)face

by Cary Peyton Rich

AUSTIN, TEXAS—*Texas Monthly*. *Houston Metropolitan*. Both magazines recently introduced redesigned logos in similar typefaces. Are the logos easy to confuse? *TM* thinks so, and the regional title is seeking to stop *HM* from using the font.

TM recently filed a civil action in U.S. District Court for the Western District of Texas, seeking to bar *HM*'s further use of its logo. At press time, the preliminary court date had been set for late September.

TM execs worry that *HM*'s new logo will dilute the worth of *TM*'s and that consumers might confuse the two titles—or think they're published by the same company. *TM* first used its new logo on its July issue; *HM*'s first use of its logo was on its September issue.

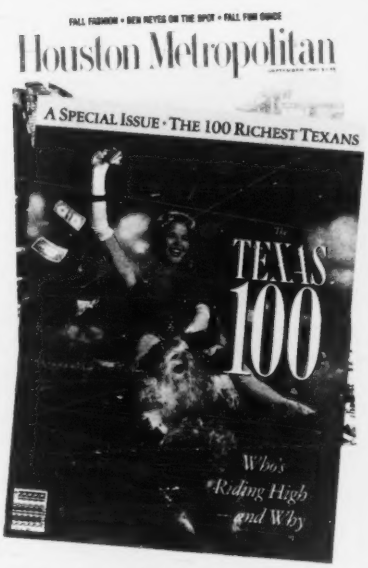
HM's old logo differed considerably from its new one. The old one spanned two lines and used two different typefaces, one of them similar to the new typeface. "When I started here in February, I wanted the magazine to be redesigned by September. We all had the same starting point," explains *HM* publisher Roger Tremblay. "We wanted it to be more simple, less cluttered. If anything, we wanted it to be more like *New York Magazine*."

TM supports its claim by citing an analogous case, Consolidated Freightways Inc. v. Central Transport Inc. In that case, Consolidated Freightways won an injunction against Central Transport because, despite the difference in wording, the logos were held to be confusingly similar.

To the several people who have approached Tremblay with the possibility that *HM* is trying to copy *TM*, he has one reply: "Absolutely not. It would be stupid marketing. What we intend to do is very different. And I don't think we're as competitive as Mike Levy [TM's publisher] does."

Calling the suit "meritless and frivolous," Tremblay adds, "If you looked in SRDS, you'd find 25 to 30 magazines with similar or the same typeface."

"Much of trademark law is determined on a case-by-case basis," says Robin Rolfe, executive director of the United States Trademark Association. And although typefaces historically have been exempt from protection under copyright, "one typeface could create an idea that both came from the same source. Particularly in a geographic region, when one is a subset of another, they could both appear to be part of the same company."□



Following redesigns, Texas Monthly *and* Houston Metropolitan *introduced logos with a similar font.*

Computer advertisers alter spending

by Susan Hovey

SALEM, N.H.—Many computer companies are pouring their ad dollars into computer magazines, while spending less on the pricier general business journals. This is in an effort to get their products on the short shopping lists of people who actually purchase computer equipment.

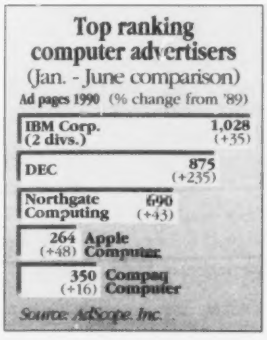
"They won't get on that short list through *Business Week*, *Forbes* or *Fortune*," says Bill Gollan, a computer magazine consultant and CEO of Gollan & Cohler Inc., a market analysis firm for high-tech publications and advertisers. "A few years ago it was sort of 'nouveau' to be seen in those titles. But if you track ad schedules, you'll probably find that not many have been repeated."

Through the first half of 1990, advertising in computer magazines was up 4 percent over the same period last year, according to Adscope, a tracking firm in Goldendale, Washington, that ranks the ad spenders in 126 computer, telecommunications and business/news journals.

Even the "top spenders are concentrating their dollars in the known computer-user market," says Adscope president Sheila Clarke. She notes that both IBM Corporation and Compaq Computer managed to increase overall ad pages in the first half of 1990, while cutting ad dollars by 2 percent from the same period last year.

IBM's personal computer division ran 16.5 pages in *The Wall Street Journal* for the first six months of this year, compared to 47 in the first half of 1989. At the same time, it increased its exposure in *Infoworld* from 17 pages to 36.

"Users are relying more on special interest magazines to keep current," Gollan explains. "The decision makers are not counting on the horizontal business publications, which may allocate only a small percentage of their editorial to technical issues."□


Top ranking computer advertisers
(Jan. - June comparison)
Ad pages 1990 (% change from '89)
IBM Corp. (2 divs.) 1,028 (+55)
DEC 875 (+235)
Northgate Computing 690 (+43)
264 (+48) Apple Computer
350 (+16) Compaq Computer
Source: AdScope, Inc.

***Computermakers** are spending more on computer titles.*

FOLIO:'S

1990 ad sales compensation survey

The good news: Ad pages may be down or flat, but you couldn't prove it based on the money earned by ad sales professionals

BY ROBERT M. STEED

By all accounts, 1990 has been a very difficult year in the magazine business, with pages flat or down in many key categories. But you couldn't prove that on the basis of responses to FOLIO:'s fifth annual compensation survey of ad sales professionals.

For all categories except ad sales director, salary and salary plus bonus are substantially higher than the comparable numbers in last year's survey. Moreover, the respondents to this survey averaged double-digit increases from 1989 to 1990 in virtually every category.

For obvious reasons, then, these respondents seem to like their jobs. They revel in the freedom, the competition, the challenge and excitement—and the fact that they are rewarded in direct proportion to their contribution.

This survey indicates that those rewards can be very substantial for those whose contributions are significant. For instance, the average total compensation for the top one-third of ad sales directors is almost $150,000; for the top one-third of salespeople, it is almost $100,000.

However, the survey also reveals large variations in pay. The lowest paid one-third of directors and salespeople average total compensation of only about $50,000 and $33,000, respectively.

Among the other general conclusions reached from this survey, which gives the complete rundown on salaries and total compensation for ad sales directors, managers and salespeople, are the following:

• The correlations between pay and various demographic and size criteria are very similar throughout all job categories, except for branch/regional/category managers. Magazine size is an especially strong indicator of pay, with those on the largest magazines frequently earning two to three times the pay of those on the smallest.

• Bonuses/commissions are a significant element in the pay of ad sales professionals, with total compensation averaging between 56 and 62 percent higher than salary alone throughout all four job categories.

• The pay gap between men and women appears to continue to be narrowing (albeit slightly). This is especially true at consumer magazines where, in many instances, women earn over 90 percent of what men earn. By contrast, among business magazines the differential is often closer to 70 to 75 percent.

• Ad sales professionals in the Northeast and West generally outstrip their counterparts in the rest of the country. And those in the South usually lag badly.

• In summary•

- **Ad sales professionals indicate substantial** increases in their earnings, despite the hard times in the industry.
- **Pay levels among the highest paid one-third** of ad sales professionals average well over $100,000 in all categories—except the lowest one, ad sales person. And even there the average is almost $98,000.
- **Bonuses and commissions are a vital** ingredient in the pay package of ad sales professionals, representing an average of 30 to 40 percent of total compensation, depending on job category.
- **Magazine size, measured in a variety** of ways, correlates directly with pay. In many cases, people on the largest magazines earn two to three times as much, in salary and total compensation, as their counterparts in the same category on the smallest magazines.

Ad sales directors

Those ad sales directors who indicated they receive both salary and bonus (81 percent of the sample) earn $60,080 in salary and $93,621 in total compensation.

Thus, bonuses and commissions lifted the average salary by about 56 percent. There are large differences in the pay levels of directors, with those in the top one-third averaging almost $150,000 in total compensation—three times what those in the bottom one-third earn.

Ad sales directors working on business magazines outpace their consumer counterparts by about $7,000 in salary and $13,500 in total

compensation. Those in the Northeast lead directors in other regions by substantial amounts in salary. But very sizable bonuses in the West bring total compensation for directors there within $6,000 (6 percent) of those in the Northeast.

Women earn almost $12,000 less than men in salary, or 81.5 percent as much. However, on consumer magazines, the difference is only $3,500 (94 percent), while on business magazines it is $18,000 (73.3 percent). The total compensation of women directors is 75 percent of men's.

Experience has a direct and significant impact on pay. Salary and total compensation rise steadily from $37,154 and $47,700, respectively, for those with three years or less in ad sales to $83,200 and $153,000, respectively, for those with 20 or more.

This survey measures the size of magazines in many ways. But in almost every case, pay correlates directly with size. For example:

- Salary rises steadily from $37,578 for directors with the smallest departments to over twice as much ($82,229) for those who supervise more than 10. Total compensation follows the same pattern.
- Total compensation of ad sales directors of magazines with $20 million plus in ad revenue is $153,500—three times as much as those with less than $1 million in ad revenue. Salary, too, shows the same direct correlation with ad revenue.
- The pay difference between directors on the smallest and largest magazines measured by ad pages is not as large. It moves from $37,346 in salary and $55,333 in total compensation for those at magazines with under 200 ad pages to $73,734 and $112,183, respectively, for those at magazines with over 1,000 ad pages.
- Only in circulation does the correlation fail, with directors on magazines with circulations under 50,000 earning slightly more than those on magazines with circulations between 50,000 and 100,000.

Directors on weeklies and biweeklies earn almost exactly the same salary and total compensation as their counterparts on monthlies. Both outpace directors on magazines with other periodicities.

Ad sales managers

Compensation of ad sales managers trails that of directors by $11,982 in salary and $18,659 in total compensation. In each case, that is a 25 percent differential. And, as with

Using the numbers

It is important to use the salary information in this survey cautiously. In many instances, there were not enough respondents in certain subcategories to allow valid conclusions to be reached, since even one exceptionally high or low salary could affect the average dramatically. For this reason, FOLIO: is publishing the number of respondents in each cell (shown in parentheses). In addition, not all respondents answered all questions. Therefore, the total number of respondents in the "average" column of a chart is not necessarily the sum of the subcategories.

The survey also examines only one variable at a time. For example, ad sales directors in the Northeast earn higher salaries than their peers in other regions. But are those in the Northeast who participated in the survey working on larger magazines? Are they the ones with the most experience? The survey methodology does not enable these multiple variables to be analyzed.

One should also be cautious about comparing the data in this survey with data from prior years. Because the sample is drawn randomly from mastheads each year, those who responded to this survey may well come from a different mix of magazines or demographics than respondents to prior surveys. Comparisons are thus best made not on the broad averages, but on the more detailed breakdowns by magazine size, respondents' experience and the like.

Ad sales director: Salary

Advertising sales director (in some cases may have the title of publisher): top ad sales executive; manages ad sales department; sets policies and procedures; is responsible for reaching goals and quotas; hires and trains personnel.

"The autonomous working environment is appealing. I'm free to create and produce results."

—Ad sales director in the West, earning approximately $120,000 in salary and bonus/commission.

[redacted]

Average salaries (The number of respondents is in parentheses.)		**% increase from '89 to '90**
All respondents	$60,080 (115)	13.2%
Business	62,975 (61)	11.0
Consumer	56,013 (52)	16.0
Top one-third	$90,842 (38)	
Middle one-third	56,645 (38)	
Bottom one-third	33,453 (39)	

	Average	Average business	Average consumer
By region:			
Northeast	$69,723 (40)	$68,575 (20)	$71,070 (20)
South	49,229 (24)	53,571 (14)	41,833 (9)
North central	57,684 (19)	57,667 (12)	50,667 (6)
Western	53,134 (28)	62,667 (12)	45,984 (16)
By sex:			
Male	$63,750 (79)	$68,256 (43)	$57,243 (34)
Female	51,940 (35)	50,088 (17)	53,689 (18)
By age:			
29 or less	$38,864 (11)	$46,500 (7)	$25,500 (4)
30-39	59,794 (60)	61,100 (30)	58,609 (29)
40-49	60,522 (23)	68,667 (9)	55,286 (14)
50 or more	72,350 (20)	72,143 (14)	67,400 (5)
By years in ad sales:			
Up to 3	$37,154 (13)	$51,750 (4)	$30,667 (9)
4-10	52,018 (51)	55,767 (30)	46,245 (20)
11-20	70,579 (35)	73,219 (16)	68,355 (19)
More than 20	83,200 (15)	73,500 (10)	103,250 (4)
Employees supervised:			
None/one	$37,578 (18)	$48,222 (9)	$26,933 (9)
2-5	52,899 (42)	58,870 (23)	45,671 (19)
6-10	62,917 (30)	64,882 (17)	57,227 (11)
More than 10	82,229 (24)	72,773 (11)	90,231 (13)
By ad revenue:†			
Up to $999,999	$37,257 (34)	$44,808 (13)	$32,583 (21)
$1 million-$2,999,999	59,617 (30)	60,975 (20)	52,111 (9)
$3 million-$7,999,999	72,539 (23)	76,692 (13)	67,140 (10)
$8 million-$19,999,999	79,423 (13)	76,750 (10)	105,000 (2)
$20 million or more	89,091 (11)	65,000 (2)	94,444 (9)
By ad pages:†			
Up to 200	$37,346 (13)	$48,625 (4)	$32,333 (9)
201-499	51,028 (27)	52,933 (15)	48,646 (12)
500-999	65,531 (32)	65,119 (21)	66,318 (11)
1,000 or more	73,734 (32)	72,658 (19)	77,000 (12)
By frequency:†			
Weekly/biweekly	$65,050 (20)	$67,667 (12)	$61,125 (8)
Monthly	65,034 (70)	63,500 (41)	66,032 (28)
Other	42,163 (23)	52,857 (7)	36,317 (15)
By circulation:†			
Up to 49,999	$53,177 (48)	$57,986 (35)	$40,231 (13)
50,000-99,999	48,681 (18)	56,714 (7)	43,568 (11)
100,000-499,999	63,742 (31)	75,278 (18)	47,769 (13)
500,000 or more	90,457 (14)	60,000 (1)	92,200 (12)

† Refers to the largest revenue producing magazine on which respondent works.

MICHELLE ROLLO

Ad sales director: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$93,621 (93)	24.0%
Business	99,061 (52)	19.9
Consumer	85,605 (39)	30.8
Top one-third	$149,290 (31)	
Middle one-third	81,796 (31)	
Bottom one-third	49,778 (31)	

	Average	Average business	Average consumer
By region:			
Northeast	$101,808 (37)	$94,237 (19)	$109,800 (18)
South	71,980 (17)	77,516 (10)	63,583 (6)
North central	75,833 (15)	73,833 (9)	64,600 (5)
Western	95,935 (20)	126,000 (11)	59,189 (9)
By sex:			
Male	$101,344 (63)	$106,838 (37)	$92,279 (24)
Female	75,933 (29)	77,012 (14)	74,927 (15)
By age:			
29 or less	$59,556 (9)	$75,900 (5)	$39,125 (4)
30-39	93,039 (49)	92,804 (28)	94,670 (20)
40-49	84,704 (19)	92,208 (8)	79,246 (11)
50 or more	125,500 (15)	131,550 (10)	104,250 (4)
By years in ad sales:			
Up to 3	$47,700 (10)	$61,750 (4)	$38,333 (6)
4-10	79,990 (39)	82,923 (26)	74,717 (12)
11-20	103,853 (33)	109,211 (15)	99,389 (18)
More than 20	153,000 (11)	158,571 (7)	141,000 (3)
Employees supervised:			
None/one	$60,740 (10)	$76,417 (6)	$37,225 (4)
2-5	78,682 (33)	90,974 (19)	62,000 (14)
6-10	94,882 (28)	98,235 (17)	85,523 (9)
More than 10	120,055 (21)	107,685 (9)	129,333 (12)
By ad revenue:†			
Up to $999,999	$51,476 (21)	$62,000 (9)	$43,583 (12)
$1 million-$2,999,999	78,148 (25)	82,250 (16)	60,963 (8)
$3 million-$7,999,999	109,344 (22)	112,897 (13)	104,211 (9)
$8 million-$19,999,999	116,269 (13)	114,450 (10)	150,000 (2)
$20 million or more	153,500 (10)	222,500 (2)	136,250 (8)
By ad pages:†			
Up to 200	$55,333 (6)	$68,750 (2)	$48,625 (4)
201-499	75,033 (21)	82,708 (12)	64,800 (9)
500-999	98,024 (28)	89,759 (18)	112,900 (10)
1,000 or more	112,183 (30)	123,361 (18)	98,000 (11)
By frequency:†			
Weekly/biweekly	$103,482 (19)	$118,788 (11)	$82,438 (8)
Monthly	100,927 (56)	96,765 (34)	105,329 (21)
Other	61,856 (16)	82,250 (6)	47,689 (9)
By circulation:†			
Up to 49,999	$77,296 (36)	$82,043 (27)	$63,056 (9)
50,000-99,999	73,214 (14)	95,167 (6)	56,750 (8)
100,000-499,999	107,841 (27)	127,889 (18)	67,745 (9)
500,000 or more	134,569 (13)	63,000 (1)	139,673 (11)

* Salary plus bonus/commission; excludes people receiving salary only.

† Refers to the largest revenue producing magazine on which respondent works.

directors, there is a significant difference between the top and the bottom, with the highest paid one-third of managers earning roughly three times the salary and total compensation of the lowest paid one-third.

Unlike the directors in this survey, managers on consumer magazines receive higher salaries ($51,306 to $45,178) and total compensation ($78,286 to $71,709) than their counterparts on business publications. Pay in the South is sharply lower than elsewhere, trailing the Northeast and the West by over 40 percent.

Half the managers in this survey are female, and their salary is 77.3 percent that of male managers. That ratio moves up to almost 83 percent on a total compensation basis.

"I'm always learning new things and passing that knowledge on and watching the sales staff develop into real pros."

—Ad sales director in the West, working on a business weekly, earning salary and bonus/commission of more than $150,000.

The relationship of pay to age is unusual. Those under 30 earn the least, as would be expected. But the differences in pay among managers in their thirties and forties and those over 50 are virtually meaningless. And, indeed, those over 50 earn slightly *less* than those in the two younger cohorts.

Experience is a somewhat better indicator, with salary plus bonus moving steadily up from about $51,500 for those with less than three years in the business to $92,800 for those

with over 20 years.

As was the case among directors, the size of the magazine, however measured, bears a strong correlation with pay. However, the impact of size on pay is not as strong. For directors, pay on the largest magazines was typically more than twice as much as pay for directors on the smallest; for managers that differential was usually much less than double.

From the standpoint of supervising other people, "manager" may be a misnomer for many in this category. Over 40 percent of the respondents said they supervised one person or none. Not surprisingly, their pay is quite a bit less than that of managers who supervise two or more people.

"The elation of the sale and the agony of rejection keeps me going."

— Ad sales manager in the West, with 25 years' experience, earning salary and bonus/commission in the mid sixties.

Managers on magazines with up to $1 million and $1 million to $3 million in ad revenue earn a salary of about $37,500. Those on the smallest magazines (by ad revenue) actually earn over $9,000 *more* in salary plus bonus than those at magazines in the $1 million to $3 million ad revenue range. But then salary and total compensation march steadily upward to $62,400 and $112,100, respectively, on publications with over $20 million in ad revenue.

In this survey, ad pages and circulation bear the most direct, consistent correlation to pay for managers. Both salary and total compensa-

Ad sales manager: Salary

Ad sales manager: generally the second level of management in ad sales department; reports to director or publisher; has management but not policy responsibility for personnel within the department.

Average salaries (The number of respondents is in parentheses.)		**% increase from '89 to '90**
All respondents	$48,098 (119)	14.3%
Business	45,178 (55)	16.3
Consumer	51,306 (62)	12.8
Top one-third	$74,063 (39)	
Middle one-third	45,298 (40)	
Bottom one-third	25,584 (40)	

	Average	Average business	Average consumer
By region:			
Northeast	$51,976 (48)	$48,590 (28)	$56,718 (20)
South	36,489 (18)	34,117 (6)	39,410 (10)
North central	42,982 (19)	36,763 (12)	53,643 (7)
Western	51,830 (33)	54,175 (8)	51,080 (25)
By sex:			
Male	$54,307 (59)	$52,550 (28)	$55,894 (31)
Female	41,994 (60)	37,532 (27)	46,718 (31)
By age:			
29 or less	$39,615 (33)	$42,200 (16)	$37,182 (17)
30-39	51,928 (54)	48,449 (22)	56,008 (30)
40-49	50,633 (21)	43,189 (9)	56,217 (12)
50 or more	49,909 (11)	44,375 (8)	64,667 (3)
By years in ad sales:			
Up to 3	$34,435 (25)	$38,840 (10)	$31,550 (12)
4-10	47,976 (67)	43,929 (33)	52,477 (33)
11-20	60,879 (19)	53,814 (7)	65,000 (12)
More than 20	56,060 (10)	54,000 (5)	58,120 (5)
Employees supervised:			
None	$36,523 (28)	$34,261 (14)	$38,785 (14)
One	40,215 (21)	36,502 (12)	45,167 (9)
2-5	55,145 (49)	55,104 (23)	56,068 (25)
More than 5	54,974 (21)	49,950 (6)	59,268 (14)
By ad revenue:†			
Up to $999,999	$37,551 (22)	$36,252 (12)	$39,110 (10)
$1 million-$2,999,999	37,428 (39)	40,635 (20)	34,647 (17)
$3 million-$7,999,999	49,375 (16)	55,722 (9)	41,214 (7)
$8 million-$19,999,999	57,677 (11)	34,567 (3)	66,344 (8)
$20 million or more	62,390 (15)	52,975 (6)	68,667 (9)
By ad pages:†			
Up to 200	$34,045 (11)	$34,900 (5)	$33,333 (6)
201-499	40,640 (18)	33,315 (8)	46,500 (10)
500-999	44,054 (36)	41,800 (14)	47,137 (20)
1,000 or more	59,282 (36)	54,239 (19)	64,918 (17)
By frequency:†			
Weekly/biweekly	$52,973 (20)	$51,835 (13)	$58,767 (6)
Monthly	48,906 (83)	43,701 (37)	53,092 (46)
Other	37,893 (14)	38,800 (5)	38,938 (8)
By circulation:†			
Up to 49,999	$34,297 (29)	$35,159 (22)	$31,586 (7)
50,000-99,999	40,690 (18)	44,584 (11)	36,167 (6)
100,000-499,999	49,625 (43)	55,758 (18)	45,719 (24)
500,000 or more	67,008 (26)	57,067 (3)	68,304 (23)

† Refers to the largest revenue producing magazine on which respondents works.

Ad sales manager: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$74,962 (105)	13.1%
Business	71,709 (48)	8.9
Consumer	78,286 (56)	16.7
Top one-third	$120,501 (35)	
Middle one-third	66,397 (35)	
Bottom one-third	37,988 (35)	

	Average	Average business	Average consumer
By region:			
Northeast	$79,464 (45)	$74,973 (25)	$85,702 (18)
South	56,757 (14)	41,875 (4)	64,678 (9)
North central	65,156 (16)	61,600 (10)	71,083 (6)
Western	82,580 (31)	90,900 (8)	79,687 (23)
By sex:			
Male	$81,821 (55)	$82,412 (26)	$81,292 (29)
Female	67,417 (50)	59,060 (22)	75,057 (27)
By age:			
29 or less	$62,979 (29)	$73,043 (14)	$53,586 (15)
30-39	78,673 (46)	73,219 (17)	83,188 (28)
40-49	82,858 (19)	62,967 (9)	100,760 (10)
50 or more	77,398 (11)	76,000 (8)	81,127 (3)
By years in ad sales:			
Up to 3	$51,516 (18)	$62,556 (9)	$40,477 (9)
4-10	75,363 (58)	69,586 (27)	81,575 (30)
11-20	86,563 (19)	73,171 (7)	94,375 (12)
More than 20	92,798 (10)	97,600 (5)	87,996 (5)
Employees supervised:			
None	$66,417 (22)	$58,350 (10)	$73,140 (12)
One	58,266 (20)	48,711 (11)	69,944 (9)
2-5	81,224 (45)	83,881 (21)	80,374 (23)
More than 5	88,303 (18)	93,533 (6)	85,688 (12)
By ad revenue:†			
Up to $999,999	$61,150 (18)	$51,813 (9)	$70,487 (9)
$1 million-$2,999,999	51,941 (34)	52,905 (19)	51,128 (14)
$3 million-$7,999,999	78,967 (15)	99,438 (8)	55,571 (7)
$8 million-$19,999,999	87,686 (11)	63,600 (3)	96,719 (8)
$20 million or more	112,142 (12)	128,925 (4)	103,750 (8)
By ad pages:†			
Up to 200	$43,644 (9)	$41,360 (5)	$46,500 (4)
201-499	60,178 (17)	50,146 (7)	67,200 (10)
500-999	66,742 (32)	58,592 (13)	73,836 (18)
1,000 or more	95,496 (31)	95,594 (16)	95,392 (15)
By frequency:†			
Weekly/biweekly	$88,668 (16)	$96,930 (10)	$80,876 (5)
Monthly	75,684 (75)	67,658 (33)	81,989 (42)
Other	49,577 (13)	48,000 (5)	50,563 (8)
By circulation:†			
Up to 49,999	$47,024 (25)	$49,355 (20)	$37,700 (5)
50,000-99,999	73,719 (17)	81,565 (11)	59,333 (6)
100,000-499,999	77,682 (38)	87,214 (14)	73,301 (23)
500,000 or more	98,813 (23)	125,350 (2)	96,286 (21)

* Salary plus bonus/commission; excludes people receiving salary only.

† Refers to the largest revenue producing magazine on which respondent works.

"The editorial product is wonderful to sell. You always believe in what you're doing."

—Ad sales manager in the South, working on a consumer monthly, earning approximately $75,000 in salary and bonus/commission.

Branch/regional/category manager: Salary

Branch/regional/category manager: responsible for selling ad pages to accounts from specific categories (liquor, tobacco, cosmetics, etc.); **or** to accounts in specific regions. May supervise some staff.

"There's freedom from home-office politics. And the h.o. leaves me alone to do my job."

—Branch/regional/category manager in the Northeast, working on a business monthly, earning salary and bonus/commission in the mid fifties.

Average salaries (The number of respondents is in parentheses.)		**% increase from '89 to '90**
All respondents	$51,418 (98)	6.8%
Business	47,167 (49)	1.3
Consumer	56,100 (48)	11.9
Top one-third	$71,500 (32)	
Middle one-third	51,036 (33)	
Bottom one-third	32,327 (33)	

	Average	Average business	Average consumer
By region:			
Northeast	$52,483 (41)	$50,765 (20)	$55,075 (20)
South	52,500 (10)	49,250 (4)	54,667 (6)
North central	47,600 (23)	40,036 (14)	59,367 (9)
Western	54,017 (23)	51,340 (10)	56,077 (13)
By sex:			
Male	$53,800 (64)	$50,891 (35)	$57,310 (29)
Female	46,539 (33)	37,857 (14)	53,933 (18)
By age:			
29 or less	$41,300 (27)	$41,175 (16)	$41,482 (11)
30-39	53,115 (47)	48,778 (23)	58,239 (23)
40-49	57,100 (15)	46,917 (6)	63,889 (9)
50 or more	63,444 (9)	62,250 (4)	64,400 (5)
By years in ad sales:			
Up to 3	$38,165 (17)	$37,150 (12)	$40,600 (5)
4-10	50,311 (54)	47,000 (22)	53,155 (31)
11-20	59,525 (16)	53,240 (10)	70,000 (6)
More than 20	65,545 (11)	59,800 (5)	70,333 (6)
Employees supervised:			
None	$48,124 (50)	$45,991 (32)	$52,912 (17)
One	51,806 (18)	51,071 (7)	52,273 (11)
More than one	57,183 (29)	48,889 (9)	60,915 (20)
By ad revenue:†			
Up to $999,999	$44,400 (5)	$33,333 (3)	$61,000 (2)
$1 million-$2,999,999	46,905 (19)	48,477 (13)	43,500 (6)
$3 million-$7,999,999	45,182 (22)	47,464 (14)	41,188 (8)
$8 million-$19,999,999	55,467 (21)	52,813 (8)	58,942 (12)
$20 million or more	65,938 (16)	66,333 (3)	65,846 (13)
By ad pages:†			
Up to 499	$46,607 (14)	$45,000 (6)	$47,813 (8)
500-999	49,027 (30)	44,844 (16)	53,807 (14)
1,000 or more	56,743 (40)	52,142 (19)	62,200 (20)
By frequency:†			
Weekly/biweekly	$52,500 (22)	$46,958 (12)	$61,833 (9)
Monthly	51,079 (66)	46,403 (32)	55,479 (34)
Other	51,280 (10)	52,560 (5)	50,000 (5)
By circulation:†			
Up to 49,999	$40,688 (17)	$41,669 (16)	$25,000 (1)
50,000-99,999	49,587 (23)	52,676 (17)	42,000 (5)
100,000-499,999	47,318 (22)	43,417 (12)	52,000 (10)
500,000 or more	60,161 (36)	57,000 (4)	60,556 (32)

†Refers to the largest revenue producing magazine on which respondent works.

Branch/regional/category manager: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$82,695 (95)	12.5%
Business	83,377 (47)	14.0
Consumer	82,027 (48)	11.1
Top one-third	$123,048 (31)	
Middle one-third	74,775 (32)	
Bottom one-third	51,522 (32)	

	Average	Average business	Average consumer
By region:			
Northeast	$86,520 (40)	$87,040 (20)	$86,000 (20)
South	81,900 (10)	94,250 (4)	73,667 (6)
North central	76,127 (22)	71,692 (13)	82,533 (9)
Western	84,950 (22)	92,933 (9)	79,423 (13)
By sex:			
Male	$83,971 (62)	$84,976 (34)	$82,750 (28)
Female	80,806 (32)	79,192 (13)	81,911 (19)
By age:			
29 or less	$65,869 (26)	$68,053 (15)	$62,891 (11)
30-39	81,276 (45)	78,473 (22)	83,957 (23)
40-49	97,033 (15)	92,083 (6)	100,333 (9)
50 or more	114,500 (9)	154,750 (4)	82,300 (5)
By years in ad sales:			
Up to 3	$59,929 (17)	$62,525 (12)	$53,700 (5)
4-10	80,294 (52)	83,619 (21)	78,042 (31)
11-20	85,400 (16)	75,933 (9)	97,571 (7)
More than 20	129,550 (10)	145,800 (5)	113,300 (5)
Employees supervised:			
None	$80,674 (50)	$81,991 (32)	$78,333 (18)
One	81,861 (18)	90,571 (7)	76,318 (11)
More than one	88,338 (26)	87,000 (7)	88,832 (19)
By ad revenue:†			
Up to $999,999	$68,500 (4)	$56,000 (2)	$81,000 (2)
$1 million-$2,999,999	69,817 (18)	72,392 (12)	64,667 (6)
$3 million-$7,999,999	71,348 (23)	73,250 (14)	68,389 (9)
$8 million-$19,999,999	91,595 (19)	93,188 (8)	90,436 (11)
$20 million or more	101,531 (16)	126,333 (3)	95,808 (13)
By ad pages:†			
Up to 499	$71,192 (13)	$67,400 (5)	$73,563 (8)
500-999	75,177 (30)	71,125 (16)	79,807 (14)
1,000 or more	92,146 (39)	92,826 (19)	91,500 (20)
By frequency:†			
Weekly/biweekly	$104,167 (21)	$105,333 (12)	$102,611 (9)
Monthly	77,367 (66)	77,932 (31)	76,866 (35)
Other	70,288 (8)	59,700 (4)	80,875 (4)
By circulation:†			
Up to 49,999	$58,419 (16)	$59,513 (15)	$42,000 (1)
50,000-99,999	90,952 (21)	100,281 (16)	61,100 (5)
100,000-499,999	80,565 (23)	86,708 (12)	73,864 (11)
500,000 or more	90,237 (35)	95,250 (4)	89,590 (31)

* Salary plus bonus/commission; excludes people receiving salary only.

† Refers to the largest revenue producing magazine on which respondent works.

tion increase steadily from the smallest magazines to the largest. And managers on weeklies and biweeklies outpace their counterparts on monthlies by 8 percent in salary and 17 percent in total compensation.

Branch/regional/category manager

The pay of branch/regional/category managers does not follow the same pattern seen for ad sales directors and managers. Most significantly, the size of the magazine does not appear to have as strong an impact on pay in this category, indicating that branch/regional/category managers are paid more on the basis of their individual contributions.

"The thrill of having a prospective client see my way and run a full program in my book, not the competitor's, is tremendous."

—Branch/regional/cagtegory manager in the Northeast, with almost 10 years' experience, earning salary and bonus/commission in the high nineties.

Branch/regional/category managers average $51,418 in salary, which leaps by 60 percent to $82,695 when bonuses are factored in. Salaries on consumer magazines are $9,000 (19 percent) higher. However, larger bonuses on business publications pull their lead down to 1.6 percent on a total compensation basis.

Regional differences are much less significant for this group, with the gap between the highest paid and the lowest being only 13.5 percent, instead of the 40 percent or more seen earlier. And, for a change, the

Ad sales person: Salary

Advertising sales person (may be called account executive): calls on clients and agencies; makes presentations; maintains current accounts; develops new accounts.

Average salaries (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$37,951 (111)	14.4%
Business	39,135 (62)	15.8
Consumer	35,816 (45)	7.8
Top one-third	$57,224 (37)	
Middle one-third	36,279 (37)	
Bottom one-third	20,350 (37)	

	Average	Average business	Average consumer
By region:			
Northeast	$44,640 (42)	$43,450 (20)	$44,329 (21)
South	24,954 (19)	27,636 (11)	21,018 (7)
North central	36,750 (24)	37,989 (19)	27,550 (4)
Western	38,345 (24)	45,049 (11)	33,183 (12)
By sex:			
Male	$43,732 (51)	$43,828 (32)	$42,270 (16)
Female	32,818 (59)	33,719 (29)	32,255 (29)
By age:			
29 or less	$30,303 (45)	$30,802 (20)	$29,067 (24)
30-39	39,312 (45)	39,100 (28)	40,652 (14)
40-49	61,333 (9)	55,200 (5)	69,000 (4)
50 or more	43,321 (14)	48,833 (9)	23,000 (3)
By years in ad sales:			
Up to 3	$28,304 (42)	$29,002 (20)	$27,669 (22)
4-10	44,298 (48)	42,921 (28)	47,111 (18)
11-20	37,267 (12)	42,125 (8)	29,069 (3)
More than 20	50,538 (8)	52,300 (5)	33,900 (2)
Employees supervised:			
None	$37,599 (103)	$38,461 (56)	$36,237 (44)
One or more	47,000 (5)	47,000 (5)	0 (0)
By ad revenue:†			
Up to $999,999	$23,738 (21)	$25,600 (10)	$21,444 (9)
$1 million-$2,999,999	32,664 (21)	34,209 (16)	27,720 (5)
$3 million-$7,999,999	42,107 (31)	46,900 (20)	33,392 (11)
$8 million-$19,999,999	44,875 (12)	44,000 (6)	39,900 (5)
$20 million or more	61,375 (8)	47,667 (3)	69,600 (5)
By ad pages:†			
Up to 499	$33,988 (31)	$32,803 (16)	$36,129 (14)
500-999	41,146 (24)	47,692 (13)	29,250 (10)
1,000 or more	43,372 (35)	41,523 (22)	46,502 (13)
By frequency:†			
Weekly/biweekly	$36,169 (13)	$39,455 (11)	$18,100 (2)
Monthly	39,856 (80)	39,582 (43)	39,569 (35)
Other	30,369 (16)	36,288 (8)	24,657 (7)
By circulation:†			
Up to 49,999	$29,845 (29)	$34,682 (22)	$12,667 (6)
50,000-99,999	37,963 (23)	40,442 (20)	20,658 (2)
100,000-499,999	39,036 (36)	42,278 (18)	35,795 (18)
500,000 or more	46,280 (20)	46,750 (2)	46,228 (18)

† Refers to the largest revenue producing magazine on which respondent works.

South is not the lowest paid region—the North Central is.

Although two-thirds of this category are men, women come closest to pay parity here. Their salary is 86.5 percent of men's, and more sizable bonuses bring their total compensation to 96.2 percent of men's. Most of the pay gap is accounted for by business magazines. On consumer publications, total compensation is virtually equal and the average salary of women trails that of men by only $3,400.

There is a clear, steady relationship between pay and both age and experience for these managers. For instance, salary rises gradually from $41,300 for those under 30 to $63,444 for those over 50, an increase of over 50 percent. Similarly, the total compensation of branch/regional/category managers with less than four years' experience is about $59,900, rising steadily to over twice that amount ($129,550) for those with 20 years or more in the business.

"I guess I like the fact that I don't have to punch a clock."

—Ad sales person in the Midwest, working on a business quarterly, earning salary and bonus/commission of about $45,000.

On the other hand, when pay is related to various measures of magazine size, the correlations are much less significant. For instance:

- There is only a 19 percent difference in salary and a 9.5 percent difference in total compensation between those who supervise no one and those with a staff of two or more.
- Whether the magazine has ad

Ad sales person: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$61,629 (109)	12.4%
Business	61,326 (62)	17.4
Consumer	60,764 (45)	4.3
Top one-third	$97,764 (36)	
Middle one-third	55,084 (36)	
Bottom one-third	32,840 (37)	

	Average	Average business	Average consumer
By region:			
Northeast	$65,640 (40)	$62,725 (20)	$65,584 (19)
South	40,506 (17)	43,100 (10)	36,801 (7)
North central	55,546 (26)	56,326 (19)	53,000 (6)
Western	75,329 (24)	77,128 (12)	73,529 (12)
By sex:			
Male	$71,792 (52)	$71,576 (33)	$70,012 (17)
Female	52,275 (56)	49,401 (28)	55,149 (28)
By age:			
29 or less	$44,661 (44)	$44,688 (21)	$44,120 (22)
30-39	68,405 (44)	65,715 (27)	72,677 (17)
40-49	99,500 (8)	79,750 (4)	119,250 (4)
50 or more	72,823 (13)	77,050 (10)	25,600 (2)
By years in ad sales:			
Up to 3	$41,531 (39)	$42,844 (19)	$40,285 (20)
4-10	73,504 (51)	66,869 (29)	83,500 (21)
11-20	63,371 (10)	69,786 (7)	48,403 (3)
More than 20	82,313 (8)	83,917 (6)	30,000 (1)
Employees supervised:			
None	$61,516 (101)	$60,603 (56)	$61,235 (44)
One or more	73,800 (5)	73,800 (5)	0 (0)
By ad revenue.†			
Up to $999,999	$44,097 (19)	$43,240 (10)	$45,050 (9)
$1 million-$2,999,999	46,069 (21)	46,956 (15)	43,850 (6)
$3 million-$7,999,999	67,661 (31)	71,929 (21)	58,700 (10)
$8 million-$19,999,999	83,583 (12)	85,333 (6)	73,200 (5)
$20 million or more	103,188 (8)	89,333 (3)	111,500 (5)
By ad pages:†			
Up to 499	$48,874 (29)	$41,265 (16)	$58,238 (13)
500-999	63,102 (26)	70,750 (14)	47,741 (11)
1,000 or more	76,695 (36)	72,783 (23)	83,616 (13)
By frequency:†			
Weekly/biweekly	$71,679 (14)	$76,417 (12)	$45,250 (2)
Monthly	61,682 (78)	57,951 (42)	64,350 (35)
Other	54,460 (15)	56,413 (8)	52,229 (7)
By circulation:†			
Up to 49,999	$46,437 (26)	$52,424 (21)	$21,290 (5)
50,000-99,999	57,514 (24)	60,254 (21)	38,333 (3)
100,000-499,999	66,387 (57)	71,053 (19)	61,462 (18)
500,000 or more	76,163 (19)	86,000 (1)	75,617 (18)

* Salary plus bonus/commission; excludes people receiving salary only.

† Refers to the largest revenue producing magazine on which respondent works.

revenue of under $1 million or $1 million to $3 million or $3 million to $8 million, average salary is only about $2,500 apart and average salary plus bonus only $3,000 apart.

• When analyzed by ad pages, the same relatively small increase is apparent. The $56,743 salary of branch/regional/category managers on magazines with more than 1,000 pages is only about $10,000 (21.7 percent) more than the salary for those on magazines with under 500 pages; and total compensation is only 29 percent higher.

• In this sample, those working on magazines with circulation between 50,000 to 100,000 have the highest total compensation of any of these managers.

Even frequency doesn't give much of a clue to pay. The average salary of branch/regional/category managers is virtually the same no matter what the frequency. However, when bonuses are factored in, those on weeklies and biweeklies come out well ahead, with total compensation of $104,167 being almost double their average salary.

Ad sales person

Pay relationships among ad sales persons return to the patterns evident among their directors and managers. Ad sales persons average almost $38,000 in salary, and this jumps by over 60 percent to $61,600 on a total compensation basis.

Further, there are substantial differences between the highest earners and the lowest. Thus, the top one-third ad sales persons average $57,224 in salary and $97,764 in total compensation, almost three times the average for the lowest paid one-third of ad sales persons.

Ad sales persons on business magazines earn slightly higher salaries than those on consumer publications, but their total compensation is

Average annual bonus/commission

Average bonus/commmission (The number of respondents is in parentheses.)		% increase from '89 to '90
Ad sales director	$29,770 (93)	50.7%
Ad sales manager	$26,874 (105)	14.5
Branch/regional manager	$31,505 (95)	23.1
Ad sales person	$25,618 (109)	11.4

	Ad sales director	Ad sales manager	Branch/ regional manager	Ad sales person
By magazine type:				
Consumer	$24,358 (39)	$26,391 (58)	$26,969 (48)	$27,254 (45)
Business	33,782 (52)	27,748 (48)	36,138 (47)	24,353 (62)
By region:				
Northeast	$30,162 (37)	$30,958 (43)	$34,850 (40)	$22,589 (40)
South	17,951 (17)	18,414 (14)	29,400 (10)	16,411 (17)
North central	15,500 (15)	19,219 (16)	27,409 (22)	21,623 (26)
Western	40,498 (20)	29,461 (31)	31,568 (22)	39,902 (24)
By sex:				
Male	$33,229 (63)	$29,858 (55)	$30,339 (62)	$32,417 (52)
Female	21,040 (29)	23,592 (50)	34,625 (32)	19,565 (56)
By age:				
29 or less	$19,611 (9)	$22,738 (29)	$23,865 (26)	$14,897 (44)
30-39	29,168 (49)	25,370 (46)	28,089 (45)	32,156 (44)
40-49	19,440 (19)	31,579 (19)	39,933 (15)	38,625 (8)
50 or more	48,567 (15)	35,944 (11)	56,611 (9)	31,769 (13)
By years in ad sales:				
Up to 3	$11,200 (10)	$16,533 (18)	$21,765 (17)	$13,498 (39)
4-10	23,249 (39)	26,669 (58)	29,163 (52)	32,871 (51)
11-20	32,422 (33)	27,211 (19)	30,125 (16)	27,450 (10)
More than 20	61,818 (11)	46,038 (10)	62,450 (10)	38,000 (8)
Employees supervised:				
None	$12,143 (7)	$28,995 (22)	$33,250 (50)	$26,016(101)
One	41,667 (3)	17,640 (20)	30,056 (18)	18,000 (3)
2-5	25,083 (33)	27,958 (45)	30,023 (22)	40,000 (2)
6-10	31,222 (28)	34,357 (14)	17,000 (2)	0 (0)
More than 10	35,603 (21)	23,000 (4)	42,500 (2)	0 (0)
By ad revenue:†				
Up to $999,999	$13,679 (21)	$25,760 (18)	$18,750 (4)	$21,308 (19)
$1 million-$2,999,999	17,408 (25)	14,441 (34)	24,083 (18)	15,381 (21)
$3 million-$4,999,999	41,304 (17)	47,583 (6)	22,962 (13)	29,008 (22)
$5 million-$7,999,999	19,000 (5)	25,278 (9)	34,850 (10)	32,922 (9)
$8 million-$19,999,999	36,846 (13)	30,009 (11)	34,763 (19)	38,708 (12)
$20 million or more	64,500 (10)	46,583 (12)	35,594 (16)	41,813 (8)
By ad pages:†				
Up to 200	$14,083 (6)	$ 9,589 (9)	$32,600 (5)	$10,417 (12)
201-499	20,950 (21)	18,647 (17)	16,625 (8)	19,265 (17)
500-999	30,452 (28)	21,734 (32)	27,817 (30)	27,621 (26)
1,000 or more	38,800 (30)	36,015 (31)	34,846 (39)	34,527 (36)
By frequency:†				
Weekly/biweekly	$37,114 (19)	$31,655 (16)	$50,833 (21)	$38,093 (14)
Monthly	32,116 (56)	27,817 (75)	26,636 (66)	23,988 (78)
Other	15,747 (16)	10,692 (13)	20,938 (8)	24,667 (15)
By circulation:†				
Up to 49,999	$21,393 (36)	$13,524 (25)	$16,625 (16)	$16,379 (26)
50,000-99,999	22,125 (14)	33,988 (17)	41,548 (21)	22,091 (24)
100,000-499,999	40,285 (27)	28,971 (38)	35,304 (23)	32,535 (37)
500,000 or more	44,077 (13)	29,348 (23)	29,786 (35)	28,895 (19)

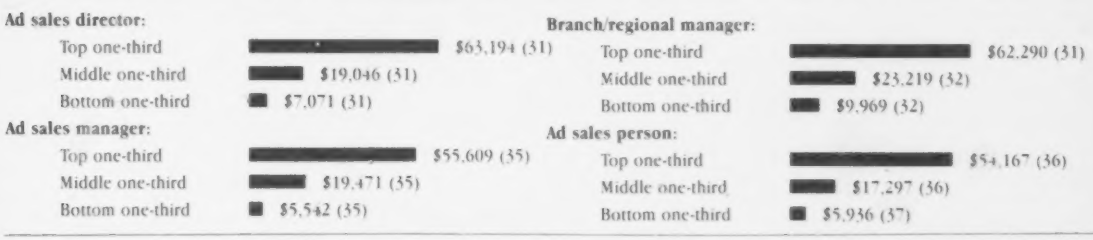
† Refers to the largest revenue producing magazine on which respondent works.

"The never-ending challenge of managing 10 very different individuals, all focusing on a common goal, makes the days just fly by."

—Branch/regional/category manager in the West, working on a consumer weekly, earning salary and bonus/commission in the mid eighties.

[redacted]

Range of average bonus/commission



virtually identical. And, as with directors and managers, those in the Northeast and the West earn substantially more than ad sales persons in other parts of the country—especially in the South.

Surprisingly, the pay gap for women is larger in this category than for their more senior colleagues. The salary of women is 75 percent that of men; their total compensation is 73 percent of men's.

The relationship of pay to age and experience takes abnormal twists in this particular category because of unusually high and low salaries and bonuses among the relatively small group of ad sales people over 40 and those who have more than 10 years' experience.

Size of the magazine proves a more reliable indicator of compensation levels. Ad sales people on magazines with under $1 million in ad revenue earn $23,738 in salary and $44,097 in total compensation. This rises steadily, by much more than double, to $61,375 and $103,188, respectively, where ad revenues are $20 million or more.

Ad pages and circulation both have the same relationship between size and pay levels, though the differences are not as great between the largest and the smallest magazines.

Finally, ad sales people on monthlies are paid about 10 percent more in salary than those on weeklies and biweeklies, but those positions are reversed—again by 10 percent—on a total comp basis because of smaller bonuses on monthlies.

Methodology

Four hundred seventy-two of the 1,392 advertising sales professionals who received questionnaires responded to FOLIO:'s fifth annual ad sales compensation survey, resulting in an overall response rate of 33.9 percent. Of the total responses, 453 (32.5 percent) contained sufficient information to be used for tabulation. The response rate for branch managers was the lowest, at 28 percent; response rates for the other categories were all about the same. The survey was conducted through two mailing efforts in April. Participants were asked to supply data reflecting 1990 earnings; if exact figures were unavailable, they were requested to estimate.

In some cases, respondents did not give an exact bonus figure, but gave an expected range instead. Here the mean was used for tabulation. For example, if an ad sales director indicated that his or her annual bonus would be between $20,000 and $22,000, the arithmetic mean of $21,000 was used as that respondent's expected bonus for the year.

About 25 percent of the mailing was sent to each of the four job categories covered in the survey. Within those categories, the mailing was evenly divided between business publications and consumer publications. Finally, about two-thirds of the sample in each category (except Branch managers) was drawn from magazines with circulations under 100,000, while one-third came from magazines with circulations over 100,000.

A job description has been included with each compensation chart. These descriptions were printed on the questionnaire, and respondents were asked to choose the description that most accurately reflected their duties.

Bonuses/commissions

Bonuses and commissions are a vital part of the pay structure of ad sales persons at all levels. The average bonus represents 31.8 percent of the total compensation of ad sales directors; 35.9 percent for ad sales managers; 38.1 percent for branch/regional/category managers; and 41.6 percent for ad sales persons. In each case, that is a substantial amount of overall pay to have fluctuate depending on the individual's performance.

It is also interesting that the average bonus/commission of branch/regional/category managers is actually higher than that of advertising sales directors, and that advertising sales managers and ad sales persons have virtually identical average bonus/commissions. This is yet another indication of the powerful effect bonuses can have on the overall pay of ad sales professionals in lower level categories.

The lower "leverage" for ad sales directors reflects the fact that he or she has a wide range of managerial and other duties, in addition to a sales function. At the other end of the spectrum, ad sales persons are primarily individual contributors and are paid mainly on the basis of what they produce.

What is demonstrated throughout this survey, however, is that ad sales professionals who can produce substantial advertising revenue can make substantial amounts of money—no matter what their titles. And that, after all, is the bottom line for both the ad sales professional and the publisher.□

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